

Brand Background

TO: ADV 283 Advertising and Brand Strategy, Dr. Michelle Nelson

FROM: Bengi Sunar

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SUBJECT: Brand Background/Analysis

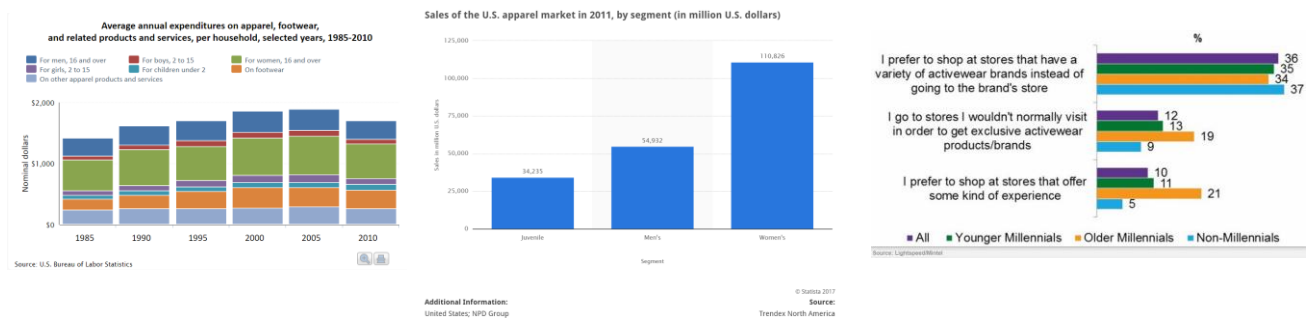


Overview

For this assignment, I will be going through a brand background and analysis of Gap as well as looking at where they stand amongst competitors in the market.

Trends

The different trends that would relate directly to this brand include (but are not limited to) average spending on clothing in households, women's clothing sales in comparison to other markets, and the boom in active wear. Below are some charts to better illustrate these trends:



The first graphic (Bureau of Labor Statistics) shows how the amount of money consumers are spending on clothing is currently on the decline, which is bad for all clothing brands as it means less money for them and more competition. Despite this, the women's sector (Statista) is still the biggest so that is where stores should focus their attention. Also, even considering having active wear could create positive feedback for the store, as the last graphic (Lightspeed/Mintel) displays what consumers prefer, and that is to shop at stores with a variety of active wear. The

generations didn't play into the overwhelming majority that preferred active-wear which shows that this is a huge opportunity.

Brand Overview/History (found on Gap.com)

- Created in 1969 by Doris and Don Fisher
- It was created because Don could not find a pair of jeans that fit. They opened it with no expectation to be more than a boutique type store
- It is currently owned by Gap Inc. The CEO is Art Peck

Customer Profile

- Age 25-35 Men and Women
- PRIZM segment is Up-and-Comers
 - Social group: Middleburbs
 - Lifestage group: Midlife Success
- Is technologically savvy
- College graduate or higher
- Eats at Panera (PRIZM)
- Employment: Management and Professional
- May have kids
 - If they do, they shop at GAP kids
- Care about how they look
- Enjoy looking nice on a day-to-day basis, cares about how others view them (Mintel)



Product Offerings/Pricing

Gap Inc. has a wide range of products within the brand Gap. Below they are listed in the order of what is most popular. *

Women	Jeans, Tops, Dresses, Sweaters, Outerwear, Swim Sizing & Pricing (same for next 3) XS-XXL, \$10-\$110
Gapbody	Bras, Panties Sleepwear, Loungewear
Gapfit	Capris, Leggings, Shorts, Tops, Sports Bras, Hoodies, Jackets, Accessories
Maternity	Jeans, Dresses, Gapfit, Tops, Pants, Shorts
Men	Jeans, Pants, Joggers, Sweat-pants, Shorts, Swim, Outer-wear, Shirts Sizing & Pricing XS-XXL, \$15-\$110
Girls	Jeans, Pants, Leggings, Shorts, Dresses & Skirts, Outerwear, Sweaters, Tops, Tees & Tanks, Sweatshirts & pants, Gapfit, Swim, Uniform, Sleepwear, Socks & Underwear, Shoes & Accessories Sizing & Pricing (same for boys) XS-XXL, \$5-35
Boys	Jeans, Pants, Shorts, Outerwear & Sweaters, Shirts, Polos, Tees & Tanks, Graphic Tees, Uniform, Gapfit, Sweatshirts & pants, Swim, Sleepwear, Socks & Underwear, Shoes & Accessories

Toddler	Playtime favorites, Shorts and skirts, Leggings, Jeans, Dresses & Rompers, Tees & Tops, Sweatshirts & Sweaters, Outerwear, Swim, Ballet, Shoes & Accessories, Underwear & Socks, Sleepwear Sizing & Pricing 12-18m, 18-24m, 2yrs, 3yrs, 4yrs, 5yrs, from \$5-\$35
Baby	Jeans & Pants, Dresses, Bodysuits, One Pieces, sweaters and fleece, outerwear, swimwear, shoes & accessories, sleepwear Sizing & Pricing 0-3 m, 3-6 m, 6-12 m, 12-18 m, 18-24 m, from \$5-\$35

*All data gathered from gap.com

Place

- Gap Inc. has 3,727 storefronts globally (this includes Banana Republic, Gap, and other Gap Inc. stores) (gap.com)
- Gap itself has 1685, with 757 of those being in the United States (gap.com)

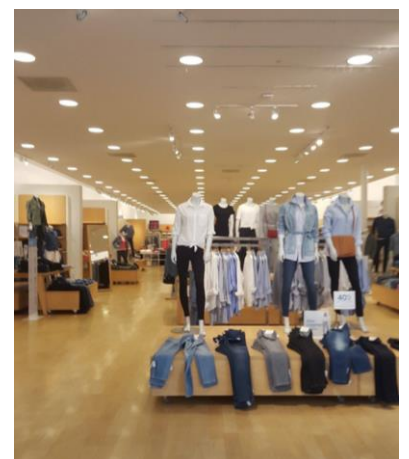
Observation

The mall in the photo is Market Place mall in Champaign Illinois. The Gap was located in one of the 4 major spokes out of the center, as the set up was kind of like a wheel with 4 major stores at the end of each spoke. It is right next to a coffee place, and at the end of the spoke is a Dick's Sporting Goods store. It is located across from Forever 21, where the contrast was pretty high as Forever 21 clothing that was on display in the window was much more colorful, and there was a whole display of mannequins wearing pastel colors.



Product Variety

On display here there are shirts, pants, a bag, and even a coat in the background. On the right side some men's clothing starts to become visible as well. The pricing of all regular priced jeans was an additional 40% off, which was also on display outside of the store to draw customers in. I checked to see all the sizing of the jeans, which ranged from size 19 all the way to 42, in varieties of petite, regular,



and tall. There are definitely a lot of options for all body types, I counted and there were at least 7 different styles of jeans along with the different sizes and colors. For the shirts it was sometimes hard to find the mediums, a lot of XS and XL/L were always present.

Competitors

For competitors, I decided to go ahead and compare the prices of jeans, as that is what Gap is known for, with other stores that offer jeans in addition to other clothing. The two that come to mind are H&M and Forever 21.



Skinny Regular Ankle Jeans
\$9.99



Sculpted High-Rise Skinny Jeans
\$29.90



Super high rise true skinny jeans
\$69.95
Now \$44.95

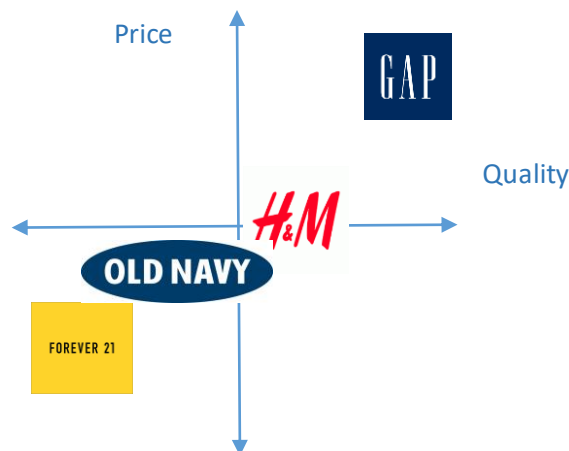
From left to right these jeans are H&M, Forever 21, and Gap. The price difference is easy to see, and there is a major jump from the cheapest pair to the most expensive one. The reason people turn to Gap even at the higher price point is because they are known to last longer, and the brand has a lot of prestige tied to it. The All-American, Classic Chic, Easy-going atmosphere that surrounds it, is also clear from the atmosphere of the store. When one walks into gap, everything is very organized. Clothes on mannequins are located right underneath that mannequin, making it very easy to buy the product. The product itself is fairly easy to transport, as it can be folded down and packed into a bag when the consumer buys it.

Competitors continued...

Some direct competitors that I have not mentioned include actual jean brands, such as Levi's, Guess, and 7 for all mankind. Listed below is a Competitive map that was shown in ADV 283 that included my brand Gap, the 3 brands I mention, as well as others.



Gap falls under the more classic side when it comes to jeans placement on this map. Another competitive map that provides more insight is how Gap falls on the quality versus price spectrum with H&M, Forever 21, and here I'll also include Old Navy.

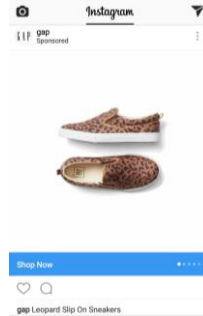


From direct observation I've experienced Gap clothing that has lasted me for over 5 years, through all of my child years, while still being on the higher end of pricing. On the other hand, clothing from Forever 21 barely made it a year without ripping, snagging, or getting messed up in the washing machine, which is what really sets Gap apart from competitors in a positive way.

Brand Audit

Where can one find a Gap ad?

- Magazines
- Newspaper
- Online
- Television
- Billboards
- Social Media
 - Facebook, Pinterest, Twitter, Instagram
- Within the mall at stand-alone ad banners
- Different slogans they have had include: Be Bright, Back to Blue, Make your Move (Gap Fit)
- Current Campaign “I Am Gap” as well as their #TheArchiveReissue



Social Media Audit

Who	Where Channel/Environment	What Content/Sentiment	When Date/Frequency	Why Purpose/Performance	Opportunity 1=challenge 5=opportunity
Gap	Twitter -text -videos -pictures	-different models wearing the archive collection	-almost every day	-to advertise their new clothing -it is technically old clothing but they are bring it back	3 -needs to up its followers -could be getting more retweets (most is at 20)
	Facebook -text -videos -pictures -links	-ads for women's, and kids/baby -emphasis on the archive collection	-almost every day	-advertising new clothing -advertising baby clothing to mom's who may be on Facebook	5 -huge following -visitors post on the page -update frequently
	Youtube -videos	-over 10 of these "Generation Gap" videos promoting Archive reissue	-All were posted 3 weeks ago	-promote the new collection -have links that are connected with Facebook account	2 -number of views is very low -videos should not have all been released at once

Analysis and Insights

- 1) The great thing about the brand Gap is that it is older and well known. They've taken this fact and are using it to make themselves current again, as older styles such as chokers and overalls come back into style, they look through a lens and bring back their archived clothing selections, as that is very fashionable right now. This is an amazing tactic to use currently especially as competing for consumer dollars when there are many other clothing options out there can be a challenge.
- 2) For a consumer to switch over to the Gap brand, there needs to be a way for the consumer to simply test out wearing an article of clothing from them for a long time and see how long it lasts. This will give them the firsthand experience they need to know how good the clothing at Gap really is, and therefore turn them into someone who will put Gap higher on their list of places to shop. Through word-of-mouth as well, Gap can send the right message to a lot of consumers who are ready to spend their money, and just have been spending it in other stores that perhaps are cheaper but lack quality.

References

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(“Statista”, *Sales of the U.S. apparel market in 2011, by segment (in million U.S. dollars)* 2011)
(“Twitter”, *Gap* 2017)
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